

2018 Philip Morris USA Shareholders' Meeting Application

- Who:** Up to four Nebraska high school students, ages 14–18
- What:** 2018 Phillip Morris USA (PM USA or Altria) Shareholders' Meeting—This unique opportunity allows youth to address corporate tobacco executives and their shareholders. Some advocates will have the ability to use proxy tickets to actually go inside the shareholder meeting and make comments/ask questions. Other youth will participate in the activism outside the meeting venue.
- When:** May 15–17, 2018
- Where:** Richmond, VA
- Why:** A training for advocates will be on May 16. Advocates will receive information on the latest tactics being employed by the industry and practice their statements for inside the meeting. Advocates who attend get to take part in planning and executing an advocacy event which are invaluable skills all advocates can put to good use in their respective communities when they return home.
- Cost:** **FREE.** No Limits will cover transportation, meals, lodging, and registration for youth to participate in the youth protests at the PM USA Shareholders' Meeting. Personal expenses, such as snacks, sightseeing, and souvenirs will be the responsibility of the youth.
- Schedule:**
- | | |
|---------|-----------------------------------------------------------------------|
| May 15* | Travel to Richmond |
| May 16 | Youth Training |
| May 17 | PM USA shareholders meeting, activism activity and return to Nebraska |
- *If necessary we might stay the night at a hotel in the Omaha area on May 14
- Preparation:** Youth will participate in conference calls to plan the event and will collaborate with other Nebraska youth to prepare a session for the youth training.
- Follow-Up:** Youth will share their experience with other teens and do a project to raise awareness about the tobacco industry's marketing tactics and empower teens to get involved. Please see Youth Commitment on page 3.
- Deadline:** Completed applications must be received by April 20, 2018 to be considered. If phone interviews are necessary, they will be April 23–24. Information packets will be sent out by April 27.
- Questions:** Contact Molly at 1.866.394.8336 or info@nolimitsnebraska.com

Three ways to turn in applications and other materials include:

Scanning and emailing them to: info@nolimitsnebraska.com

Mailing to:
No Limits
1201 Infinity Court
Lincoln, NE 68512

Faxing to: 402.437.0101

Applications must be received by April 20, 2018

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1) Youth Information

Name: _____ Birthday: ____/____/____ Expected graduation: _____

Email address: _____ School: _____

Home phone: (____) _____ Cell phone: (____) _____ Gender: _____

Address: _____ City: _____ Zip: _____ T-shirt size: _____

Check the appropriate box (optional):

- | | | |
|-------------------------------------------------|-------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> White/Caucasian | <input type="checkbox"/> Hispanic/Latino | <input type="checkbox"/> American Indian/Native Alaskan |
| <input type="checkbox"/> Black/African American | <input type="checkbox"/> Asian/Pacific Islander | <input type="checkbox"/> Other _____ |

How did you hear about the Philip Morris International Shareholders' Meeting?

- | | |
|-----------------------------------------------|----------------------------------------------|
| <input type="checkbox"/> No Limits Website | <input type="checkbox"/> Facebook |
| <input type="checkbox"/> Friend/Family Member | <input type="checkbox"/> Adult Contact _____ |
| <input type="checkbox"/> Email from No Limits | <input type="checkbox"/> Other _____ |

2) Question/Answer

Answer the following essay questions in 500 words or less. Please answer them on a separate piece of paper and include your full name at the top.

- A) Why should you represent No Limits at the 2018 PM USA Shareholders' Meeting Youth Protests?
- B) If selected, what strengths or skills do you have that will be useful during the training and protest?
- C) Philip Morris USA does many things to promote its products all across the United States. What one issue concerns you the most? Why?
- D) If selected, what type of project (see youth commitment on page 3) do you envision doing? How would this project engage other youth?
- E) Describe your involvement in the fight against Big Tobacco. Feel free to include examples, such as activism materials, photos, videos, media coverage, and copies of emails or letters.
- F) Do you have any conflicts May 15–17, 2018?

3) Letter of Recommendation OR Creative Project

Please provide one letter of recommendation OR submit a creative project.

- A) Letter of recommendation – This should come from a community, school, or organization leader who knows you well. Letters should be signed and mailed in a sealed envelope.
- B) Creative project – A poem, video, sketch, collage, etc. This is about creative expression on any topic you choose.

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4) Youth Commitment

The Philip Morris USA Shareholders’ Meeting is a special event that enables Nebraska youth to build upon their tobacco prevention knowledge. There are presentations, projects, interviews and other things before, during, and after the event that youth are expected to do. Filling out and signing this application means if you are selected to attend the Philip Morris USA Shareholders’ Meeting you commit to doing the following:

- Participating in conference calls regarding attendance at the youth protest.
- Posting updates, photos, and comments on Facebook, Twitter and Instagram while at the protest.
- Keeping a video or written journal of your experience at the training and protest.
- Sharing your experience with others. Using information from the training and the experiences at the PM USA Shareholders’ Meeting, you will create a presentation about the tobacco industry’s current efforts and what youth can do about it. Each youth will give the presentation a minimum of five times before May 2019: once at the Tobacco Free Nebraska state conference in July or October, once at a No Limits event such as an activism summit, and three individual presentations to Nebraska youth audiences (ages 12–18). Presentations must be approved by the No Limits staff prior to giving them.
- Developing and implementing a project about the tobacco industry’s marketing efforts using information from the PM USA Shareholders’ Meeting Youth Protests by October 3, 2018. The project should reach a large audience, educate others, and empower Nebraska youth to stand up against the tobacco industry. Examples include: a traveling art display, a video, an activism toolkit, etc. Funds will be made available for the project.

5) Signatures

- I understand and agree to the terms described on pages 1–3.
- My child/ward does not have any conflicts May 15–17, 2018, the dates of the protest.
- I give permission for my child/ward to travel to, and participate in, the 2018 Phillip Morris USA Shareholders’ Meeting Youth Protests with No Limits staff in Richmond, VA, May 15–17, 2018.
- I also understand the responsibilities my child/ward needs to fulfill before, during, and after the event.
- Should the youth cancel at any time prior to the event, I understand the youth is required to reimburse No Limits for any non-refundable travel expenses, conference fees, or other expenses.

Youth Participant’s Signature

Date

Participant’s Name (Please Print)

Parent(s) or Guardian(s) Signature(s)

Date

Parent(s) or Guardian(s) Name(s) (Please Print)

Parent(s) or Guardian(s) Email or Phone Number

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